

Communication Mechanisms Worksheet

Project or Activity Title: _____

Electronic Media

Checklist


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Date Planned [Notes]	Vehicle	Brief Description	Information Required	Submittal Links or POC
	OHC Website <i>External</i>	Interface tool for Center-wide customers/clients. One-stop shop for all OHC products, services, processes, points of contact, announcements or other 'need to know' items for the Center.	Detailed or appropriate level of information. Relevant info (presentations, web links, etc.) should be included as well.	Content Request Form: http://ohc.msfc.nasa.gov/internal/bm/webseite.html Web Team Members: HS01 Lisa Hall 544-1303 HS10 Chris Robinson 544-1422 HS20 Patricia Caraway 544-7755 HS30 Jeff Ehmen 544-7897 HS40 Julia Seal 544-1422 HS50 Wendy Sullivan 544-4945
	Internal	<i>For OHC Employees Only.</i> Internal news and announcements. All IPT Agendas, Internal Business Processes available here.		
	To the Point	Email newsletter targeting supervisors, disseminated regularly by OSAC. Topics of interest, interviews with Center officials included.	Detailed or appropriate level of information. Relevant info (presentations, web links, etc.) should be included as well.	OHC Entry Point: Drew Smith 544-4932 Info: Rita Roberts 544-1121 is CS POC (All OHC submittals go to Drew).
	Marshall Star	Published every Thursday, the Marshall Star serves as the Center's weekly newspaper. Provides in-depth articles, features, and photographs.	Level of detail depends on message being crafted. OSAC writers are available to assist with material creation.	Weblink: http://marshallstar.msfc.nasa.gov/ Jessica Wallace Editor 544-0030
	Heads Up	Center-wide notifications emailed to all employees (Contractor and CS). Will run intermittently until end date.	Provide formatted information for distribution with working web links, Convey desired start/end dates for posted material.	Email to: intercom@msfc.nasa.gov Janie Crawford – 544-0514

Updated: 5/31/2006

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	Inside Marshall	Marshall Website provides a variety of information for Center employees http://inside.msfc.nasa.gov/ (e.g., announcements, events, course info, process reminders, etc.)	Provide formatted information with working web links. Convey desired start/end dates for posted material.	Email to: intercom@msfc.nasa.gov Janie Crawford – 544-0514
	Marshall TV	Announcements [e.g. training classes, retirement parties, events].	Brief information highlights containing POC for additional information.	Email to: intercom@msfc.nasa.gov Janie Crawford – 544-0514 OHC POC for Creation/Set-Up Assistance: Jill Stocks – 544-3711
	MSFC Sign In Front of Center	Brief Announcements (e.g. high level visitors)	Very brief information highlights	Email to: intercom@msfc.nasa.gov Janie Crawford – 544-0514
	OHC Autorun 'Infomercials'	Auto-run announcements targeting in particular a new OHC owned process, product, or service for the Center. Also useful for large scale actions/calls (e.g., year end appraisal process, etc.)	Detailed or appropriate level of information. Relevant info (presentations, web links, etc.) should be included as well.	OHC POC's for Creation/Set-Up Assistance: Susan Whitfield – 544-1933 Jill Stocks – 544-3711 Once completed, can be disseminated via a variety of mechanisms (e.g., other noted electronic media, mailing lists, etc.)

**Print
Media**



	Graphic Design	Printed communication materials designed to bring awareness and/or clarity around a variety of topics (e.g., large and small posters, flyers, tri-folds, invitations, etc.)	Concept, rough draft, or product sample of desired information. No work can be requested without CMR exemption or approval.	All printed materials are subject to Agency Communication Materials Review (CMR). The CMR process was established to implement unifying elements, such as key messages and design standards, in all NASA-funded communications materials. CMR process requires 4-6 weeks lead time on any materials (concept stage to final approval). OHC Entry Point: Susan Whitfield – 544-1933 CMR Site: http://communications.nasa.gov/portal/site/osc/ SRS System to Request Final Product Work and Subsequent Reproduction: https://srs.msfc.nasa.gov/catalog/bin/home.asp
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Important Communications Guidance to Note:

- Communication in the form of a preceding presentation is appropriate (and required) in many instances and should be pursued accordingly (e.g., Executive Council, Forum).
- Approval level (OHC Topic Lead, OHC Manager, OHC Director, Center Management) will be dependent upon scope and intent of materials. The communication mechanism (or combination of mechanisms) will also be dependent upon nature of message being communicated.
- Consideration should always be given to lead time for development and approval of desired communication – it is important to plan appropriately to ensure communications are timely.
- No OHC communication and/or associated materials should be initiated/disseminated without the concurrence of appropriate OHC management.
- **Questions on this topic may be directed to Susan Whitfield, OHC CMR Representative, 544-1933.**